



To: Members, House Transportation and Infrastructure Committee

From: Randy Oram, President, International Outdoor Inc.

Date: December 11, 2018

Subject: SB 964 Highway Advertising Act

I am writing today to express my support and ask for your support for SB 964 and to urge the legislature and this committee to approve the bill. My name is Randy Oram and I'm the Owner and President of International Outdoor Inc.--a family owned, Women's Business Enterprise (WBE), small business specializing in outdoor advertising located in Farmington Hills, MI with operations throughout southeast Michigan.

The bill before you contains important clarifications and much needed and necessary technical changes to the state's Highway Advertising Act that regulates outdoor advertising small businesses like mine.

The changes in SB 964 are necessary tweaks to the major revisions to the Act passed into law in 2014 (HB 4629-PA 2 of 2014) sponsored by the former Chairman of this committee, Representative Brad Jacobsen. Through his hard work, small billboard businesses like mine were afforded an opportunity to compete in this competitive business sector. We need to continue to operate and without these changes, we will be left in limbo with MDOT.

Unfortunately, we couldn't have anticipated some of the issues we've encountered since the passage of that new law that have caused problems necessitating the legislature's current action. These issues include delayed permitting at the local level, long-term highway construction closures where our signs are located, and financing holdups, language interpretation and misunderstandings. SB 964 addresses these technical issues and will help ensure that my business and others, and our existing billboards, can survive in this very competitive industry.

It's important to note that SB 964 only addresses the use and regulation of existing billboards and does **NOT** allow for a net increase in the number of billboards outside of what is allowed under current statute.

I appreciate your consideration of our family business and strongly encourage you to support the SB 964 today.

Thank you,

Randy Oram, President

Main Office:

28423 Orchard Lake Rd. Suite 200 Phone: 248.489.8989
Farmington Hills, MI 48334 Fax: 248.489.8990

iobillboard.com